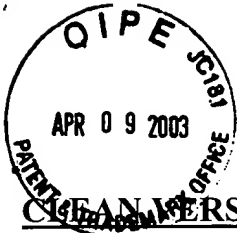


1        Claims 58-60 and 68-74 are withdrawn from consideration in response to a  
2 restriction requirement with traverse.

3        Claims 56-57, and 61-67 are elected for prosecution in response to a  
4 restriction requirement.

5        Claims 61 and 64-67 are amended without prejudice.  
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CLEAN VERSION OF PENDING CLAIMS UNDER 37 CFR §1.121(c)(3)

The pending claims are submitted below in accordance with 37 CFR §1.121(c)(3), which presents a clean version of the entire set of pending claims, including the claims amended herein.

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56. A viewer computing unit for receiving and displaying continuous video content programs, comprising:

a memory;

a processor programmed to determine whether the video content programs are interactive;

a tuner to tune to channels carrying the video content programs; and

an Internet browser stored in the memory, the Internet browser being dynamically loadable for execution on the processor when the tuner is tuned to a channel carrying a video content program that is interactive.

57. A viewer computing unit as recited in claim 56, and further comprising:

an electronic programming guide (EPG) stored in the memory and executable on the processor to organize programming information, the EPG associating a target specification to a target resource with a video content program; and

the Internet browser activating the target resource when the tuner is tuned to the video content program.

58. A method for presenting an interactive program, comprising the following steps:

receiving a program as a continuous stream of video data;

receiving digital data for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality;

dynamically controlling location and shape of the program boundary and the presentation format of the supplemental content relative to the program boundary on the visual display screen; and

presenting the supplemental content outside of the program boundary.

59. A method for presenting an interactive program, comprising the following steps:

receiving a program from a first source as a continuous stream of video data;

receiving digital data from a second source that is different than the first source for supporting interactive functionality in relation to the program;

displaying the program within a program boundary on a visual display screen;

presenting supplemental content from the digital data in a presentation format on the visual display screen which enables the interactive functionality; and

1 synchronizing presentation of the supplemental content to corresponding  
2 points in the program.

3  
4 ~~60.~~ A computer programmed to perform the following steps:

5 receiving a program from a first source as a continuous stream of video  
6 data;

7 receiving digital data from a second source that is different than the first  
8 source for supporting interactive functionality in relation to the program;

9 displaying the program within a program boundary on a visual display  
10 screen;

11 presenting supplemental content from the digital data in a presentation  
12 format on the visual display screen which enables the interactive functionality; and

13 dynamically controlling location and shape of the program boundary and  
14 the presentation format of the supplemental content relative to the program  
15 boundary on the visual display screen.

16  
17 61. (Twice Amended) A computer-implemented method for activating  
18 interactive supplemental content for a video content program upon tuning to a  
19 channel carrying the video content program, comprising the following steps:

20 determining if a program is interactive compatible, where an interactive  
21 compatible program is associated with target resources containing data which  
22 supports interactive functionality, the target resources being located by  
23 corresponding target specifications; and

24 in an event that the program is interactive compatible, retrieving a target  
25 specification associated with the program and dynamically launching an Internet

1 browser to activate the target resource in support of interactive functionality for  
2 the program.

3  
4 62. A computer-implemented method as recited in claim 61, wherein the  
5 target specifications are correlated with the program in a program listing, and  
6 further comprising the following steps:

7 checking the program listing to ascertain whether the program is interactive  
8 compatible; and

9 determining that the program is interactive compatible by presence of a  
10 target specification being associated with the program in the program listing.

11  
12 63. A computer programmed to perform the steps recited in claim 61.

13  
14 64. (Twice Amended) A computer-implemented method for activating  
15 interactive supplemental content for a video content program upon tuning to a  
16 channel carrying the video content program, comprising the following steps:

17 determining if a program is interactive compatible by checking a channel  
18 separate from said channel carrying the video content program for presence of the  
19 supplemental content, where an interactive compatible program is associated with  
20 target resources containing data which support interactive functionality in  
21 conjunction with the video content program, the target resources being located by  
22 corresponding target specifications; and

23 in an event that the program is interactive compatible, retrieving a target  
24 specification associated with the program and dynamically launching an Internet  
25

1 browser to activate the target resources in support of interactive functionality for  
2 the program.

3  
4 65. (Twice Amended) A computer-implemented method for activating  
5 interactive supplemental content for a video content program upon tuning to a  
6 channel carrying the video content program, comprising the following steps:

7 determining if a program is interactive compatible, where an interactive  
8 compatible program is associated with target resources containing data which  
9 support interactive functionality in conjunction with the interactive compatible  
10 program, the target resources being located by corresponding target specifications;

11 displaying an icon to visually inform the viewer that the program is  
12 interactive compatible; and

13 in an event that the program is interactive compatible, retrieving a target  
14 specification associated with the program and launching an Internet browser to  
15 activate the target resource in support of interactive functionality for the program.

16  
17 66. (Twice Amended) A computer-implemented method for activating  
18 interactive supplemental content for a video content program upon tuning to a  
19 channel carrying the video content program, comprising the following steps:

20 determining if a program is interactive compatible, where an interactive  
21 compatible program is associated with target resources containing data which  
22 supports interactive functionality in conjunction with the interactive compatible  
23 program, the target resources being located by corresponding target specifications;

24 displaying the interactive supplement content in response to the viewer  
25 activating an icon; and

1 in an event that the program is interactive compatible, retrieving a target  
2 specification associated with the program and launching an Internet browser to  
3 activate the target resource in support of interactive functionality for the program.  
4

5 67. (Twice Amended) A computer-implemented method for activating  
6 interactive supplemental content for a video content program upon tuning to a  
7 channel carrying the video content program, comprising the following steps:

8 determining if a program is interactive compatible, where an interactive  
9 compatible program is associated with target resources containing data which  
10 support interactive functionality in conjunction with the interactive compatible  
11 program, the target resources being located by corresponding target specifications;

12 in an event that the program is interactive compatible, retrieving a target  
13 specification associated with the program and launching an Internet browser to  
14 activate the target resource in support of interactive functionality for the program;  
15 and

16 automatically displaying the interactive supplement content together with  
17 the [interactive compatible] program.  
18

19 68. A method for creating a data structure in a storage medium that is used  
20 to organize programming information, comprising the following steps:

21 forming data fields in a storage medium to hold programming information  
22 pertaining to video content programs, some of the data fields holding text-based  
23 data; and

24 adding a target specification which references a target resource containing  
25 data that supports interactive functionality with respect to various ones of the

1 video content programs by at least one of (1) forming a separate data field to hold  
2 the target specification for an associated video content program, or (2) embedding  
3 the target specification within the text-based data held in a data field.

4  
5 69. A computer programmed to perform the steps recited in claim 68.

6  
7 70. A storage medium having a data structure created according to the  
8 steps recited in claim 68.

9  
10 71. A method for authoring an interactive entertainment program,  
11 comprising the following steps:

12 constructing digital data to support interactive functionality with a video  
13 content program, the digital data being configured to permit a viewer to  
14 interactively control display of supplemental content along with the video content  
15 program;

16 defining a display layout of how the supplemental content and the video  
17 content program are displayed in relation to one another;

18 developing timing information to synchronize presentation of the  
19 supplemental content in conjunction with the video content program; and

20 encoding the digital data with instructions to dynamically change the  
21 display layout of the supplemental content and the video content program and to  
22 alter the display layout of the supplemental content and the video content program  
23 in response to the timing information.



1 72. A method for authoring an interactive entertainment program,  
2 comprising the following steps:

3 constructing digital data to support interactive functionality with a video  
4 content program, the digital data being configured to permit a viewer to  
5 interactively control display of supplemental content along with the video content  
6 program;

7 defining a display layout of how the supplemental content and the video  
8 content program are displayed in relation to one another;

9 encoding the digital data with instructions to dynamically change the  
10 display layout of the supplemental content and the video content program; and

11 storing the digital data with instructions as a target resource in a storage  
12 medium.  
13

14 73. A target resource stored in a storage medium which is constructed  
15 according to the steps recited in claim 39.  
16

17 74. A computer programmed to perform the following steps:

18 constructing digital data to support interactive functionality with a video  
19 content program, the digital data being configured to permit a viewer to  
20 interactively control display of supplemental content along with the video content  
21 program;

22 defining a display layout of how the supplemental content and the video  
23 content program are displayed in relation to one another; and

24 encoding the digital data with instructions to dynamically change the  
25 display layout of the supplemental content and the video content program.